

Abstract

July 2001 A method and system is disclosed for interacting with a customer across a computer network. The disclosed method and apparatus allow a customer service representative to conduct personalized interaction across one of a plurality of communication channels (telephone, facsimile, email, video conference, etc.) based on the value of the customer to the organization. A customer seeking to interact with a customer service representative is first presented with a list of available interaction options. The customer then selects his/her preferred option and is then connected to a customer interaction center in accordance with the selected option. The list of available interaction options is based on the customer's value to the organization such that the more valuable a customer is, the more options that will be made available to him or her for the interaction. The present invention determines a customer's value to an organization by monitoring the customer's purchase history with respect to the organization over a period of time and computing a customer value based on the frequency and amount of the customer's purchases. When a customer is connected to a human representative at the customer interaction center, the customer service representative is further able to personalize the interaction based on previous interactions between the customer and the customer interaction center by accessing a contact history database comprised of information related to previous interactions between the customer and other customer service representatives.